PARLIAMENT CONTRACT APPROVAL REQUEST

PROJECT:	Parliament Party Zone	
PROJECT CODE:	E-29-30-52-53- (Winter, Summer, Miami & Urban Markets)	
VENDOR:	Gary M Reynolds, Inc.	
FINANCIAL IMPACT:	$2,699,095	
FINANCIAL ELEMENTS:	Management Fee	$410,000
	Materials & Vehicles	$652,280
	Labor	$552,815
	Expenses	$ 94,000
	Sponsorship Fund	$400,000
	Video Recap	$ 30,000
	Cigarettes	$ 70,000
	Warehouse & Fulfillment	$ 50,000
	TOTAL	$2,699,095
RESPONSIBILITY:	J. Yvette Robinson Manager, Event Marketing	
	Edna Moore Group Manager, Event Marketing	

PROJECT DESCRIPTION:
The 1996 Parliament Party Zone bar night program will be executed in 11 markets from February 9 through December 14, 1996. The markets include: Vermont, Hunter Mountain, NY; Cape Code, Rhode Island, Hamptons, North & South Jersey (Jersey Shore) & Fire Island; Miami, Philadelphia, New York and Boston.

Responsibilities include: Devising and implementing continuous evolutionary components to the program, creative development and execution, clubs research, negotiation, talent booking and management, staffing the teams, distribution of incentives, implementation of agreed upon activities, name generation, securing bars and sites for events, video recap, warehousing of incentives, storage and maintenance of vehicles.

BUDGET IMPLICATIONS:
These costs were included in the approved budget for the 1996 Parliament Party Zone program.

COMPETITIVE BID:
See attached

2041962646

Source: https://www.industrydocuments.ucsf.edu/docs/lhvy0004

APPROVALS:

J. Yvette Robinson _____ _____

E. Moore _____ _____

I. Broeman _____ _____

M. Mahan _____ _____

Bob Mikulay _____ _____

For your signature

Budgets/Accounting: B. Colby _____ _____

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Source: https://www.industrydocuments.ucsf.edu/docs/lhvy0004